



U.S. General Services Administration

DDC ADVOCACY



**GENERAL SERVICES ADMINISTRATION**

Federal Supply Service



**Authorized Federal Supply Schedule Price List**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage! a menu-driven database system. The INTERNET address for GSA Advantage! is: [GSAAdvantage.gov](http://GSAAdvantage.gov).

**Schedule Title:**

**Advertising and Integrated Marketing Solutions**

Schedule: 541

**Contract No.: GS-07F-0763X**

**Contract Period: September 13, 2011 through September 12, 2016**

**Special Item Nos:**

541 1	Advertising Services
541 2	Public Relations Services
541 4A	Market Research and Analysis
541 5	Integrated Marketing Services
541 1000	Other Direct Costs

**Business Size: Large Business**



**174 Waterfront Street, Suite 500**

**Oxon Hill, MD 20745-5411**

**Phone: (202) 789-5383**

**Fax: (301) 686-8151**

**[GSA@DDCADVOCACY.com](mailto:GSA@DDCADVOCACY.com)**

**[www.ddcadvocacy.com](http://www.ddcadvocacy.com)**

**Prices Shown Herein are Net (Discount Deducted)**

**For more information on ordering from Federal Supply Schedules,  
click on the FSS Schedules button at [fss.gsa.gov](http://fss.gsa.gov)**



## Customer Information

- 1a. **Awarded Special Item Number(s):** SIN 541 1, Advertising Services, 541 2, Public Relations Services, 541 4A Market Research and Analysis, 541 5 Integrated Marketing Services and 541 1000 Other Direct Costs
  - 1b. **Lowest Priced Service and Price for Each SIN:** Technical and Creative Services \$172.01
  2. **Maximum Order\*** \$1,000,000
  3. **Minimum Order:** \$100
  4. **Geographic Coverage (Delivery Area):** 48 contiguous states, Alaska, Hawaii, Puerto Rico, US territories, Washington, DC (and to a CONUS port or consolidation point for orders rec'd from overseas activities)
  5. **Point(s) of production (city, county, and State or foreign country):** Oxon Hill, MD
  6. **Discount from list prices or statement of net price:** Prices shown herein are GSA net prices, discount deducted.
  7. **Quantity discounts:** +25% total base discount from standard commercial rates for only the technical and creative services to each government client after the aggregate annual amount of a fully funded order > \$475,000.
  8. **Prompt payment terms:** 0.5% 20 days; Net 30
  - 9a. **Government purchase cards are accepted up to the micro-purchase threshold:** Yes.
  - 9b. **Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold:** No
  10. **Foreign items (list items by country of origin):** None
  - 11a. **Time of Delivery:** As specified on task order
  - 11b. **Expedited Delivery:** As mutually agreed upon
  - 11c. **Overnight and 2-day delivery:** Contact contractor for rates
  - 11d. **Urgent Requirements:** Contact Contractor to affect a faster delivery. Customers are encouraged to contact contractor for the purposes of expedited delivery.
  12. **F.O.B. Point(s):** Destination.
  - 13a. **Ordering address:** 174 Waterfront Street, Suite 500, Oxon Hill, MD 20745-5411
  - 13b. **Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), are found in Federal Acquisition Regulation (FAR) 8.405-3.
  14. **Payment address:** 174 Waterfront Street, Suite 500, Oxon Hill, MD 20745-5411
  15. **Warranty provision:** SCW
  16. **Export packing charges, if applicable:** N/A.
  17. **Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level):** See 9b.
  18. **Terms and conditions of rental:** N/A.
  19. **Terms and conditions of installation:** N/A.
  20. **Terms and conditions of repair parts:** N/A.
  - 20a. **Terms and conditions for other services:** N/A
  21. **List of service and distribution points:** N/A.
  22. **List of participating dealers:** N/A.
  23. **Preventive maintenance:** N/A.
  - 24a. **Special attributes:** N/A.
  - 24b. **Section 508:** N/A.
  25. **Data Universal Number System (DUNS) number:** 96-6222184
  26. **Notification regarding registration in Central Contractor Registration (CCR) database:** Registered, CAGE Code 3UXZ0.
- \*If the best value selection places your order over the Maximum Order identified in this catalog/price list, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404**



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## **About DDC Advocacy**

Founded in 1996, DDC Advocacy is a grassroots outreach and communications firm that provides industry-leading strategy, communications, and outreach services for public outreach, education, and engagement campaigns. We combine strategic expertise, complete communications and fulfillment services, state-of-the-art technologies, and on-the-ground programs that enable our clients to identify, educate, and engage targeted audiences in direct, measurable ways.

DDC Advocacy has more than 150 full-time employees serving a client base of more than 300 organizations. DDC Advocacy designs and provides proprietary software products and services, along with its full range advertising agency, PR expertise, and market research and analysis capabilities. We maintain an extensive range of in-house capabilities for public outreach campaigns, including, but not limited to, online and social media outreach and engagement; personalized, high-touch outreach via a VOIP-based phone bank system; and on-the-ground, local-level audience engagement and media relations.

DDC Advocacy is ready to put its considerable resources toward meeting client goals and achieving tangible results.

**GSA Federal Supply Schedule Price List****SINs 541 1, 541 2, 541 4A, and 541 5**

<b><i>Technical and Creative Services</i></b>	<b><i>Government Hourly Rates (Inclusive of IFF)</i></b>
Graphic Designer	\$172.01
Copy Writer	\$172.01
Social Media Manager	\$172.01
Data Analyst	\$172.01
Web Developer	\$172.01
Interactive Strategist	\$172.01
<b><i>Senior Level Consultation</i></b>	<b><i>Government Hourly Rates (Inclusive of IFF)</i></b>
Director, Interactive Strategy	\$248.01
Campaign Director	\$248.01
Account Director	\$248.01
<b><i>Strategic Services</i></b>	<b><i>Government Hourly Rates (Inclusive of IFF)</i></b>
Managing Director	\$290.02

**SIN 541 1000 (Other Direct Costs)**

<i>Support Product/Service</i>	<i>Unit of Issue</i>	<i>Maximum Amount</i>
Call Center Outreach	Call	\$25.19
Online Advertising	Cost per thousand (CPM)	\$2.02
Strategic Consulting	Mo	\$10,075.57
Web Network	Ea	\$0.00257
Coalition Building and Earned Media Placement Services	Mo	\$15,113.35
Online Ad Purchase	Mo	\$26,364.38
Opt In Subscriber	Person	\$2.38
Data Records	Per 200,000	\$35,264.38
Direct Mail Items	Ea	\$1.06

**Service/Labor Category Definitions**

<b>Technical or Creative Services</b>	
<b>Support public awareness campaign through content development, graphic design, copywriting, social media management and outreach, data analysis and management, web development and integration and other project delivery efforts.</b>	
<b>Labor Category</b>	<b>Description</b>
Graphic Designer	Assists in creating effective web and graphic designs within the Interactive strategy. Is responsible for creating graphic design and development for web based application  Minimum 3 years experience as Web/Graphic Designer.  BA/BS degree from an accredited college or university required. Alternatively, direct experience of 3 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.
Copy Writer	Produces a range of written materials, including both technical and creative. Responsible for meeting deadlines in a client intensive environment.  Minimum of 3 years professional writing experience is required.  BA/BS degree from an accredited college or university required. Alternatively, direct experience of 3 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.



Social Media Manager	<p>Develops and implements comprehensive online marketing strategies that ensure effective campaigns that produce results.</p> <p>Minimum 5 years professional experience with online marketing and e-campaigns.</p> <p>BA/BS degree from an accredited college or university required. Alternatively, direct experience of 3 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.</p>
Data Analyst	<p>Ensures high quality creation and implementation of custom client databases and custom data requests including back end loading of their data, data extraction and reporting.</p> <p>Minimum 5 years relevant experience.</p> <p>BA/BS degree from an accredited college or university required. Alternatively, direct experience of 3 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.</p>
Web Developer	<p>Develops and delivers successful websites and online content solutions that meet or exceed client objectives. Design, create, code maintain and unit test websites.</p> <p>Minimum 5 years relevant experience.</p> <p>BA/BS degree from an accredited college or university required. Alternatively, direct experience of 3 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.</p>
Interactive Strategist	<p>Assists in the guidance and development of interactive strategies through understanding of the client's objectives/goals and target audience.</p> <p>Works with ongoing efforts to integrate emerging media and technologies to ensure client program goals are met.</p> <p>3 years experience in the interactive space, with a focus on site development, usability and analytics.</p> <p>BA/BS degree from an accredited college or university required. Alternatively, direct experience of 3 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.</p>



<b>Senior Level Consultation</b> <b>Provides campaign management and expertise including campaign and project oversight and client management</b>	
<b>Labor Category</b>	<b>Description</b>
Director, Interactive Strategy	<p>Provides support including communications programs, interactive campaigns, website design, print collateral, direct mail and marketing efforts.</p> <p>Minimum 7 years related experience with 5 in a supervisory position.</p> <p>BA/BS degree from an accredited college or university required. Alternatively, direct experience of 3 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.</p>
Campaign Director	<p>Works with clients and internal teams to develop the messaging and content of the campaign. Implements and oversees campaign completion. Manages multiple projects simultaneously.</p> <p>Minimum 5 years professional communication, marketing and/or writing experience.</p> <p>BA/BS degree from an accredited college or university required. Alternatively, direct experience of 3 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.</p>
Account Director	<p>Serves as the point of contact and overall relationship manager. Oversees project to ensure that projects are delivered on time and within budget. Works to increase client satisfaction, resolve product/business issues.</p> <p>Minimum 5 years experience in customer relationship management.</p> <p>BA/BS degree from an accredited college or university required. Alternatively, direct experience of 3 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.</p>
<b>Strategic Services</b> <b>Provides campaign strategy development, messaging, branding, communication planning, market insight and senior program oversight</b>	
<b>Labor Category</b>	<b>Description</b>
Managing Director	<p>Formulates the broader strategy and approach for public awareness campaigns and public affairs programs. Works with clients to develop high level public affairs and campaign strategies.</p> <p>Minimum of 12 years experience including public awareness campaign experience.</p> <p>BA/BS degree from an accredited college or university required. Alternatively, direct experience of 3 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.</p>